

WHAT IS CLAIMED IS:

1. An information providing system, comprising:
  - 5 information via a network,
    - a right holder's side apparatus which is connected to the information providing apparatus via the network, the right holder's side having a right of information provided by the information providing apparatus; and
    - 10 an information reproducing apparatus which can have access to the information providing apparatus via the network, has an information reproducing device for reproducing program information recorded on a recording medium, and transmits identification information corresponding to the program information via the network to the information providing apparatus
    - 15 in order to request related information constituted of at least any one of accompanied information related the program information and advertisement information related the program information or the accompanied information when the program information is reproduced;
    - 20 wherein the information providing apparatus comprises:
      - an identification information receiving device which receives via the network the identification information transmitted from the information reproducing apparatus;
      - 25 a related information acquiring device which acquires the related information based on the received identification information;
      - 30 a related information providing device which provides the related information via the network to the information reproducing apparatus; and
      - 35 a value information providing device which provides value information according to the provided related information via the network to the right holder's side apparatus.

2. The information providing system according to claim 1,  
wherein the information reproducing apparatus comprises an  
information recording device which reproduces the program  
5 information recorded on the recording medium and records the  
program information on another recording medium.

3. The information providing system according to claim 1,  
wherein regarding the value information, a value according to  
10 the related information is offset by an advertising effect of  
the provided related information or accompanied inevitability.

4. The information providing system according to claim 1,  
wherein the value information is information indicating payment  
15 of a money according to the related information.

5. The information providing system according to claim 1,  
wherein the information providing apparatus further comprises  
a user information managing device which manages user information  
20 for each user of the information reproducing apparatus,  
the user information managing device updates the user  
information based on the identification information every time  
the identification information is transmitted from the  
information reproducing apparatus, and  
25 the value information is managed as a part of the user  
information by the user information managing device.

6. The information providing system according to claim 1,  
wherein the information reproducing apparatus comprises a user  
30 presenting device which presents to a user the related information  
provided from the information providing apparatus when the program  
information is reproduced.

7. An information providing apparatus in an information providing system comprising:

an information providing apparatus for providing information via a network,

5 a right holder's side apparatus which is connected to the information providing apparatus via the network, the right holder's side having a right of information provided by the information providing apparatus; and

10 an information reproducing apparatus which can have access to the information providing apparatus via the network, has an information reproducing device for reproducing program information recorded on a recording medium, and transmits identification information corresponding to the program information via the network to the information providing apparatus in order to request related information constituted of at least any one of accompanied information related the program information and advertisement information related the program information or the accompanied information when the program information is reproduced;

15 20 wherein the information providing apparatus comprises:

an identification information receiving device which receives via the network the identification information transmitted from the information reproducing apparatus;

25 a related information acquiring device which acquires the related information based on the received identification information;

a related information providing device which provides the related information via the network to the information reproducing apparatus; and

30 a value information providing device which provides value information according to the provided related information via the network to the right holder's side apparatus.

8. An information recorded medium wherein a program for computer including an providing apparatus in an information providing system comprising: the information providing apparatus for providing information via a network, a right holder's side apparatus which is connected to the information providing apparatus via the network, the right holder's side having a right of information provided by the information providing apparatus; and an information reproducing apparatus which can have access to the information providing apparatus via the network, has an information reproducing device for reproducing program information recorded on a recording medium, and transmits identification information corresponding to the program information via the network to the information providing apparatus in order to request related information constituted of at least 15 anyone of accompanied information related the program information and advertisement information related the program information or the accompanied information when the program information is reproduced, is recorded so as to be read by the computer, the program makes the computer function as:

20 receiving via the network the identification information transmitted from the information reproducing apparatus;

25 acquiring the related information based on the received identification information;

30 providing the related information via the network to the information reproducing apparatus; and

35 providing value information according to the provided related information via the network to the right holder's side apparatus.

9. An information providing method in an information providing system comprising: the information providing apparatus for providing information via a network, a right holder's side apparatus which is connected to the information providing

apparatus via the network, the right holder's side having a right of information provided by the information providing apparatus; and an information reproducing apparatus which can have access to the information providing apparatus via the network, has an information reproducing device for reproducing program information recorded on a recording medium, and transmits identification information corresponding to the program information via the network to the information providing apparatus in order to request related information constituted of at least any one of accompanied information related to the program information and advertisement information related to the program information or the accompanied information when the program information is reproduced, comprising the processes of:

- 15 receiving via the network the identification information transmitted from the information reproducing apparatus;
- 15 acquiring the related information based on the received identification information;
- 15 providing the related information via the network to the information reproducing apparatus; and
- 20 providing value information according to the provided related information via the network to the right holder's side apparatus.